



**To:** Visit McKinney Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** July 27, 2021  
**RE:** Visit McKinney June 2021-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Education/Webinars:**
  - **Beth: 5**
    1. City Book Club Sessions – Find the Good
    2. TTA Travel & Tourism College – 5 days of classes; completed the 2<sup>nd</sup>-year curriculum and received a certificate
    3. Simpleview: Day 1 - CMS Training
    4. Simpleview: Day 2 - CMS Training
    5. Simpleview: Day 3 - CMS Training
  - **Dee-dee: 3**
    1. Destination Analyst (Travel Sentiments)-6/7,21, &28/21
  - **Marie: 4**
    1. Asian American Chamber of Commerce Conference via Zoom – June 10<sup>th</sup>
    2. MPI THCC Chapter Education/Celebration – June 10<sup>th</sup>
    3. TTA Travel & Tourism College –5 days of classes; completed the 1<sup>st</sup>-year
    4. MPI THCC Townhall Meeting – June 24<sup>th</sup>
  - **Sabine: 6**
    1. Simpleview: Day 1 - CMS Training
    2. Simpleview: Day 2 - CMS Training
    3. Simpleview: Day 3 - CMS Training
    4. TDM Credit, Virtual Tour: Lake Whitney State Park
    5. InDesign Mini Training videos
    6. Organizational Development Training - City Secretary's Office Presents: Boards & Commissions
- **Events/Services: 3**
  1. Texas Music Revolution
  2. Juneteenth Celebration
  3. Attended blogger/influencer event via invitation from Roll On In/Buzzed Bull Creamery
- **Venue: 0**
- **Hotel Calls: 20**

1. The Grand
2. The Southern Chic Retreat - FOR SALE -
3. Best Western - Check if they are open
4. Super 8
5. Motel 6
6. Comfort Suites
7. Hampton Inn
8. Home 2 Suites
9. SpringHill Suites
10. The Neathery
11. The Red Gate Inn
12. La Quinta
13. Holiday Inn Express
14. Quality Inn
15. Holiday Inn & Suites
16. TownePlace
17. Days Inn
18. Fairfield Inn
19. Sheraton
20. Creative Cottage

## **Goal 2 Financially Sound Government**

### **Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
  - **Sales/Advertising:**

### **HOT Tax Collection reported by City: 2020-2021**

- **MOM 2021 vs. 2020 (19-Hotels & 3-B&B/VRBO reporting)**
  - June 2021: \$185,390
  - June 2020: \$ 68,852
    - **169.26%**
- **YOY 2021 vs. 2020**
  - Oct. '20 – Jun. '21: \$1,194,197
  - Oct. '19 – Jun. '20: \$1,080,783
    - **10.49%**

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2021: TTL Room nights: 676; TTL Revenue: \$79,201**

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0; TTL Revenue:0**
  - Association: TTL Room nights: 0; TTL Rev.: \$ 0
  - Corporate: TTL Room nights: 0; TTL Rev.: \$0
- **SMERF HOTEL ROOMS- TTL Room nights: 676; TTL Revenue: \$79,201**
  - **Social: TTL Room nights: 505; TTYL Rev. \$61,610**
    - GSS Council:
      - Sheraton: TTL Room nights: 0; TTYL Rev. \$ NO PICKUP
    - Association of Texas Small Bands:
      - Sheraton: TTL Room nights: 465; TTYL Rev. \$56,730
      - Home2: TTL Room nights: 40; TTL Rev. \$4,880

- **Sports: TTL Room nights: 34; TTYL Rev. \$2,618**
  - UC90:
    - Holiday Inn Express: TTL Room nights: 34; TTYL Rev. \$2,618
- **Weddings: TTL Room nights: 137; TTL Rev. \$14,973**
  - *Grand: TTL Room nights: 0; TTYL Rev. \$ 0*
    - D-Span/Ellerman: TTL Room nights: 0; TTL Rev. \$ No Answer from Hotel
  - *Hampton Inn: TTL Room nights: 0; TTL Rev. \$ 0*
    - Mullen Wedding TTL Room nights: 0; TTL Rev. \$ NO PICKUP
    - Randy Cole Wedding: TTL Room nights: 0 ; TTL Rev. \$ NO PICKUP
  - *Holiday Inn & Suites: TTL Room nights: 5; TTYL Rev. \$575*
    - Waldman Wedding: TTL Room nights: 5; TTL Rev. \$575
    - Mullen Wedding: TTL Room nights: 0; TTL Rev. \$ NO PICKUP
    - Williams Wedding: TTL Room nights:0 ; TTL Rev. \$ NO PICKUP
  - *Sheraton: TTL Room nights: 124; TTL Rev. \$13,586*
    - Hodges Wedding: TTL Room nights: 54; TTL Rev. \$5,886
    - Leven Wedding: TTL Room nights: 70; TTL Rev. \$7,700
    - Mullen Wedding: TTL Room nights: 0 ; TTL Rev. \$ NO PICKUP
  - *SpringHill: TTL Room nights: 8; TTYL Rev. \$812*
    - Hodges Wedding: TTL Room nights: 2; TTL Rev. \$218
    - Megan Jordan Wedding TTL Room nights: 6; TTL Rev. \$594
  - *Towneplace & Suites: TTL Room nights: 0 ; TTYL Rev. \$ 0*
    - Leven Wedding: TTL Room nights: 0; TTL Rev. \$ NO PICKUP

**Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 594**

- **Association: Available Upon Request: 391**
- **Corporate: Available Upon Request: 92**
- **SMERF: Available Upon Request: 109**
- **McKinney Corporate: 2**
  - Emerson is traveling again. The meeting planner will be using Holiday Inn.
  - MISD-NCAA D2 Football meetings are underway.
    - Fanfest: 12/17/21 6-9 pm at Tupps Brewery
    - Gameday: 12/18/21

**VISIT MCKINNEY Calendar of Events 2020-2024: 3**

**Yellow highlight-New business & Red type=indicates Lost Business\*Note: BOOKING LINK- We have provided a Link on our Website to these partners for Hotel Room nights-Unsure if the parents will book, but we are working with our partners to drive traffic to our local hotels for these Events.**

<b>2021</b>				
<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b>June</b>				
6/2021	GSS Council	Grand and Sheraton 4 and 5-star properties only	10	10
6/11-13/21	U90C Sports Premier Copa	City Wide	250	125
6/9-12/21	Association of Texas Small School Bands – All state band clinic	Sheraton & Home 2	320	500
6/2021	Sigma Phi Omega	Sheaton	0	1000
6/2021	Cooper High School Reunion	N/A	N/A	N/A
6/24/21	McKinney Library- Adventures on the Farm	N/A	0	150
6/26/21	Blockbuster reunion	Sheraton & Tups	10	40
<b>July</b>				
7/14-16/21	Texas Justice Courts Training Center-The Court Personnel Seminar	Sheraton	380	165
7/18-21/21	Texas Justice Courts Training Center, The Civil Process Seminar	Sheraton	495	165
7/23-26/21	Lone Star Conference Media Day	Sheraton	30	150
<b>August</b>				
8/20-22/21	U90C Sports Summer Smash	City Wide	270	130
<b>September</b>				
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/10-12/21	Annual Train show	Comfort & Hampton *using Colin College Event Sapce	100	20
9/18-24/21	International Junior Tournament	La Quinta	240	60

9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
9/21-24/21	Koha-US	Sheraton	240	60
9/2021	Synergy Meeting	Sheraton & Holiday Inn	565	230
<b>October</b>				
Boys 10/15-17/21 Girls: 10/22-24/21 HS Boys 10/29-31/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn	500	2,000
10/14-17/21	Embrace your Ambition	Cty Wide	500	250
<b>November</b>				
11/ 5-7/21	Toastmasters D50 – Conclave Conference	Sheraton	75	25
10/2021	T.E.A.C.H	Sheraton	180	90
<b>December</b>				
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110
12/2021	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

**2022**

Month	Group	Venue	Room Nights	Attendance
<b>January</b>				
<b>February</b>				
2/2021	Texas Parks & Wildlife Department –TPWD	Sheraton and will find overflow as needed.	1300 Need 12,000 sf. Meeting Space	260
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
2/2022	National African American Education Association	Sheraton	285	120
<b>March</b>				
<b>April</b>				
4/21-23/22	NAIA Women’s Beach Volleyball National InvitationalAttendees:	Sheraton	150	120

<b>May</b>				
5/2022	Byron Nelson	City Wide	Unknown	Unknown
<b>June</b>				
06/2022	Texas Division Sons of Confederate Veterans	Sheraton	440	250-300
<b>September</b>				
9/22	CEMRF Tax Institute	Sheraton & Holiday Inn	135	63
<b>November</b>				
10/2022	Council of Administration of Special Education-Annual Conf.	Sheraton	N/A	400
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75
<b>December</b>				
12/2022	Lone Star Justice Alliance	Sheraton	150	75
12/2022	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

**2023**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b>March</b>				
3/20-24/23	Texas Police Chief Leadership	Sheraton	200	1000
<b>April</b>				
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
<b>May</b>				
5/2023	Byron Nelson	City Wide	Unknown	Unknown
<b>December</b>				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

**2024**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b>December</b>				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500
<b>April</b>				
<b>May</b>				
5/2024	Byron Nelson	City Wide	Unknown	Unknown

**2025**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b><i>December</i></b>				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
<b><i>May</i></b>				
5/2025	Byron Nelson	City Wide	Unknown	Unknown

Events the VISIT MCKINNEY assists with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
  - Home for the Holidays
  - 4th of July Parade
  - Krewe of Barkus
  - Arts in Bloom
  - Oktoberfest
  - Santa's Helpers Toy Drive
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
  - Ghost Walk (Chestnut Square/Collin County Historical Museum)
  - Holiday Home Tour
  - Farmers Market
  - Farm to Table Dinners
  - Prairie Camp
  - Ice Cream Crank-Off
  - Trolley Tours
- Collin County Historical Society Museum (all exhibits)
- Heard Craig Center for the Arts
  - Teas
  - Weddings
  - Art Series
  - Art-o-Mat
- Heard Natural Science Museum & Wildlife Sanctuary
  - Dinosaurs Live!
  - Halloween at the Heard
  - Holiday Trail of Lights
  - Butterfly Gardens & House
  - Spring and Fall Native Plant Sales
  - Ziplines, Rope Course, & Canoe Experience
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse Show, Life Stock Shows & Master Gardener Events, Vintage Market Days)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Live music at local restaurants/pubs/wine bars

- Stonebridge Spooktacular
- Walking Tours w/ Paula Nasta & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

**The McKinney Market:**

- June 2021 Gross Sales \$1,565
  - Rent check \$300.00
  - 10%: 70.00
  - Total: \$370.00

**Visitors: FYTD Total (June '21): 2,328**

**Total:** (includes all individuals that have come through the visitor's center)

- Out of State: 44
- Out of Country: 3
- Texas Residents: 18
- McKinney Residents: 1
- Register Total: 66
- Ticker Counter: 676

**Day Trips-0**

**RFP's: 6 (0-Association, 0-Corporate, 2-Weddings,3 -Social, 0- Military, 0-Gov't, 0-Education, 0-Religious, 1 - Sports, 0-Fraternal)**

**Association: 0**

**Corporate: 0**

**SMERF: 6**

**Social: 3**

1. Embrace your Ambition: 500 attendees, 250 room nights; 10/14-17/21.
2. Annual Train Club Show: 100 attendees, Venue: Collin College Event Center, Rooms Comfort & Hampton, dates:9/10-12/21.
3. Kenadee Mullher-Rehearsal Dinner-No room nights

**Sports: 1**

1. Lone Star Football Media Day: Sheraton, 150 attendees, 30 room nights; 7/23-26/21

**Government: 0**

**Weddings: 2**

1. Debi Meuret (MOB), -Rustic Grace; 7/25/21
2. Angie Byrd (MOB), Magnolia Grace; 10/1/21



Site Visits: 0

Association: 0

Corporate: 0

SMERF: 0

**ONGOING PROSPECTS/LEADS: 10 -SMERF (0-Social, Military, Education, Religious, & Fraternal): 10-Weddings, 0-Sports, 0-Day Trips)**

**SMERF:**

**WEDDINGS:**

1. Shelby Hill; July 10, 2021-Magnolia Grace
2. Kris Sudberry; July 16, 2021-Springs
3. Victoria Nicholson; October 2021 – Magnolia Grace
4. Madison Krell; October 10, 2021 – Magnolia Grace
5. Brittney Larocca; October 16, 2021 – Magnolia Grace
6. MOB: Lauren Walsh; June 18, 2022-Magnolia Grace Ranch
7. Kenadee Muller-Thompson; October 8, 2021-Magnolia Grace
8. Victoria Rodriguez; October 15, 2021-Magnolia Grace
9. Richardson/Webster Wedding; November 27, 2021-Magnolia Grace
10. Ashley Torres; March 22, 2022-Magnolia Grace

**DAY TRIPS: 0**

**SPORTS: 0**

**Goal 3 Enhance the Quality of Life in Downtown:**

**Strategies:**

- Continue to highlight Downtown McKinney as a unique destination.
- Continue efforts to expand entertainment, dining, & shopping options

**Bags Serviced: 519**

**Mailing Leads Processed: 803**

- Tour Texas: 104
- 2022 ABA Marketplace Sponsor Leads: 699

**Top Five States requesting information:**

- Texas
- Kentucky
- Pennsylvania
- California
- Florida

**Advertising/Marketing/Media**

JUNE.2021 -ROBLY Email Stats	
Average Open Rate	30.74%
Average Click-thru Rate	12.70%
Total Audience	4.4K

**JUNE 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Website Launch
- Texas Highways Sept. 2021 ad

- TSAE – supplied photo, text, and logo to set up 6-month email inclusion contract
- Historic Calendar ad
- Certified Map ad
- IAEE – set up our page in their vendor hub
- Bus Tours summer 2021 ad
- Convention South – verified continuation of listing on their website/updates
- Created pages for Turlaxin and koha-USA
- Submitted TACVB Idea Fair entries
- Created Animoto videos for monitor

## SOCIAL MEDIA STATS

FACEBOOK FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
JAN. 2021	100	10,541	32,752	214,596	997,075
FEB. 2021	62	10,603	31,798	259,072	1,268,515
MARCH.2021	107	10,710	44,849	356,581	1,532,678
APRIL.2021	90	10,800	50,069	316,802	1,438,732
MAY.2021	65	10,865	37,275	373,757	1,396,683
JUNE.2021	85	10,950	41,645	687,622	1,966,826
<b>TOTALS</b>	<b>721</b>	<b>N/A</b>	<b>340,638</b>	<b>2,837,003</b>	<b>11,918,708</b>

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
FEB. 2021	224
MARCH.2021	188
APRIL.2021	106
MAY.2021	121
JUNE.2021	186
<b>TOTAL</b>	<b>4,956</b>

TWITTER - JUNE 2021	
<b>Total Followers</b>	5,605
New Followers	1
Tweets	22
Tweet Impressions	6.5K
Profile Visits	588
Mentions	28

<b>YOUTUBE 2020-21</b>		
<i>Month</i>	<b>Views</b>	<b>Subscribers</b>
<i>Historical #s</i>	<b>14,352</b>	<b>63</b>
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
JAN. 2021	231	0
FEB. 2021	187	2
MARCH.2021	214	2
APRIL.21	252	3
MAY.2021	227	3
JUNE.2021	144	2
<b>TOTAL</b>	<b>16,588</b>	<b>81</b>

<b>Google Business Page – 2020-21</b>		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
JAN. 2021	1,800	37
FEB. 2021	1,980	21
MARCH.2021	3,470	48
APRIL.2021	4,060	61
MAY.2021	4,620	41
JUNE.2021	3,260	56
<b>TOTAL</b>	<b>55,605</b>	<b>691</b>

**WEBSITE DATA – JUNE 2021**

<b>Website - 2020-21</b>			
<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
OCT. 2020	4,650	9,578	3,976
NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
FEB. 2021	3,100	6,736	2,706
MARCH.2021	5,636	10,873	4,987
APRIL.2021	6,546	12,377	5,735

MAY.2021	6,293	12,067	5,502
JUNE.2021	6,124	15,219	4,843
<b>TOTAL</b>	<b>42,985</b>	<b>88,626</b>	<b>36,927</b>

JUNE.2021	Users
Mobile	2,721
Desktop	1,981
Tablet	141
<b>TOTAL</b>	<b>4,843</b>

JUNE 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	2,573	2,027
events	600	495
Calendar	342	253
Things to do	326	268
Craft Beer Walk	305	272
Restaurants	303	215
Juneteenth	269	218
Blog home page	234	173
Visitors Guide	223	184
Places to stay	178	105

Top Countries - JUNE 2021			
Country Breakdown	Users	New Users	Sessions
United States	4,605	4,493	5,850
Canada	53	53	60
China	28	28	28
Ireland	19	19	19
India	15	15	17
Germany	13	13	14
Philippines	13	13	18
U.K.	11	11	13
Mexico	11	11	13
Pakistan	10	10	17

Top States – JUNE 2021			
State Breakdown	Users	New Users	Sessions
Texas	3,328	3,228	4,325
California	166	159	188
Kansas	103	100	123

Arizona	96	91	189
Virginia	77	75	81
Florida	61	59	65
Oklahoma	52	48	62
New York	51	50	58
Oregon	51	51	51
Illinois	48	47	56

<b>Top Cities – JUNE 2021</b>			
<b>City Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
McKinney	1184	1104	1736
Dallas	781	730	904
Allen	135	131	152
Frisco	126	121	146
Plano	126	123	142
Coffeyville, KS	75	75	93
Houston	65	55	70
Fort Worth	57	56	59
Ashburn, VA	52	51	52
Prosper	57	55	61

<b>BLOG VISITS - FY 20-21</b>	
<b>Month</b>	<b>Sessions</b>
OCT. 2020	537
Nov. 2020	680
Dec. 2020	770
JAN. 2021	465
FEB. 2021	355
MARCH.2021	392
APRIL.2021	460
MAY.2021	1,118
JUNE.2021	1,075
<b>TOTAL</b>	<b>5,852</b>

<b>JUNE 2021: TOP REFERRAL PG</b>	
Facebook	397
McKinneyTexas.org	42
flytki.com	35
t.co	29
baidu.com	22
flytki.com	35
robly	31

mckinneytx.simpleviewcms.com	31
Travel awaits	27
McKinneyPhilharmonic	11
<b>TOTAL</b>	<b>660</b>

<b>JUNE 2021-KPIs &amp; Groups</b>	
Is	2
Pickleball	20
Turlaxin	28
Byron Nelson	28
<b>TOTAL:</b>	<b>78</b>

<b>JUNE 2021: Top 5 HOME UTTONS</b>	
FORMAT NO LONGER USED ON NEW WEBSITE	

**Blogs (Top 5) for JUNE 2021:**

- Blog Home page - 234
- NTTA - 136
- Film Friendly Classic Film Trail (Benji) – 65
- Summer Camps in McKinney – 56
- Fun Stuff for Dads – 31
- Patio Dining in McKinney – 31

<b>JUNE 2021 - Ad Landing Pages</b>	
Certified Dallas Map	5
Downtown Parking Map	6
Texas Events Calendar	4
VM Rack Card	48
Virtual Town Tours	7
Small Market Meetings	3

<b>JUNE 2021 – MPG Page Views</b>	
Main Page	25
Venues by Capacity	17
RFP	4
Venues/Videos	10
Sports Planning	9
Group Services	2
Site visits	6
Tour Options/Itineraries	220

<b>TOTAL:</b>	<b>293</b>
---------------	------------

## OTHER STATS

<b>CROWDRIFT – JUNE 2021</b>		
<b>Gallery</b>	<b>Interactions</b>	<b>Views</b>
Being Social	0	16
History/Dwntrn	70	135
Home Gallery	24	718
McK Dining	29	497
McK Events	52	149
Explore	58	158
Weddings	70	143
Shopping	14	90
<b>TOTAL</b>	<b>317</b>	<b>1,906</b>

## NO MEDIA HUB REPORT AFTER MAY

<b>VISIT WIDGET - JUNE 2021</b>				
	<b>Users</b>	<b>Sessions</b>	<b>Page Views</b>	<b>New Downloads</b>
<b>Widget</b>	<b>37</b>	<b>41</b>	<b>233</b>	
<i>Desktop</i>	29	33	212	
<i>Mobile</i>	8	8	21	
<b>Mobile APP</b>	<b>93</b>	<b>89</b>	<b>362</b>	
<i>App-iOS</i>	72	66	278	<b>13</b>
<i>App-Android</i>	21	23	84	<b>1</b>
<b>TOTAL</b>	<b>130</b>	<b>130</b>	<b>595</b>	<b>14</b>

Please note: Visit Widget on the web was down from launch date to end of the month. But the app was still functioning and able to download.

<b>TourTexas.com 2020-21</b>					
<b>Month</b>	<b>McKinney Page</b>	<b>Things to Do</b>	<b>Events</b>	<b>Attractions</b>	<b>Native Texan</b>
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
FEB. 2021	328	163	116	2,103	299
MAR.2021	567	269	100	4,573	370
APRIL.2021	347	221	124	2,798	348
MAY.2021	608	189	189	1,995	353

JUNE.2021	829	124	207	3,299	383
<b>TOTAL</b>	<b>4,358</b>	<b>2,662</b>	<b>1,084</b>	<b>26,433</b>	<b>2,932</b>

**FREE PUBLICITY:**

<b>FY 20-21</b>	<b>Budgeted Amount</b>
<b>Adv. &amp; Promo TTL</b>	<b>\$194,767</b>

<b>JUNE 2021 - Free/Earned Media Coverage for Visit McKinney</b>					
<b>Publication/ station</b>	<b>Article/Topic</b>	<b>Print</b>	<b>Web/Broadcast Value</b>	<b>PR Value</b>	<b>Impressions /Reach</b>
MSN/DMN	TMR25 article	\$0	\$38,767	\$116,299	61,869,511
Bubble Life	Shared Texas Music Revolution article	\$0	\$2,000	\$6,000	200,000
<i>TOTALS</i>		\$0	\$40,767	\$122,299	62,069,511
<b><i>FY 20-21 Running Totals</i></b>		<b>\$35,423</b>	<b>\$210,468</b>	<b>\$463,573</b>	<b>92,454,172</b>

**Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %**

**OCCUPANCY RATES:**

<b>Hotel</b>	<b>Oct. '20</b>	<b>Nov. '20</b>	<b>Dec. '20</b>	<b>Jan. '21</b>	<b>Feb. '21</b>	<b>Mar. '21</b>	<b>Apr. '21</b>	<b>May '21</b>	<b>Jun. '21</b>	<b>Jul. '21</b>	<b>Aug. '21</b>	<b>Sept. '21</b>
<b>Comfort</b>	54.02	0	53.56	57.40	70.18	80.59	72.17	73.43				
<b>Hampton</b>	93.79	91.46	86.05	90.89	93.75	99.44	99.44	98.75				
<b>Holiday Inn</b>	39.07	43.80	49.84	49.84	64.82	80.81	69.75	75.85				
<b>Holiday Inn Exp. (CR)</b>	44.31	45.38	36.98	42.62	51.80	63.28	52.09	56.57				
<b>Home 2</b>	51.52	48.16	48.27	61.62	68.59	88.57	85.95	91.23				
<b>La Quinta</b>	41.40	37.47	56.59	68.97	73.73	80.44	80.76	80.40				
<b>Sheraton</b>	48.99	30.37	22.94	28.01	39.63	52.03	53.89	61.24				
<b>Springhill</b>	54.45	45.76	39.87	47.02	51.89	73.29	66.03	77.03				

**Sheraton Occupancy Rates:**

<b>Month</b>	<b>FY 14-15</b>	<b>FY 15-16</b>	<b>FY 16-17</b>	<b>FY 17-18</b>	<b>FY 18-19</b>	<b>FY 19-20</b>	<b>FY 20-21</b>
<b>October</b>	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%
<b>November</b>	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%
<b>December</b>	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%
<b>January</b>	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%
<b>February</b>	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%
<b>March</b>	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%	52.03%
<b>April</b>	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	53.89%
<b>May</b>	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	<b>61.24%</b>
<b>June</b>	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	



<b>July</b>	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	
<b>August</b>	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	
<b>September</b>	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	

**TOTAL LOST BUSINESS: 6; Lost Revenue:\$2,085,500**

**CORPORATE:**

<b>Dates</b>	<b>Group</b>	<b>Venue/Notes</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
<b>Total Lost:</b>					<b>\$0</b>

**ASSOCIATION:**

<b>Dates</b>	<b>Group</b>	<b>Venue/Notes</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
September 2024	Legal Marketing Association – Southwest Region, Regional Conference	Sheraton, Too Large	700	350	\$166,000
June 2024	National Federation of Independent Business, Annual Conference	Sheraton, Too Large	1,200	600	\$310,000
June 2025	Women’s Business Enterprise Alliance, Annual Conference	Sheraton, Too Large	2,000	1,000	\$430,000
May or June 2024	Nano Science & Technology Institute, TechConnect Conference	Sheraton, Too Large	3,000	1,000	\$640,000
April 2024, 2025 and 2026	American Legion Oratorical Competition	Sheraton, Too Large	200	300	\$57,500
March 2024	Women in Aviation International	Sheraton, Too Large	2,400	1,200	\$482,000
<b>Total Lost</b>			<b>9,500</b>	<b>4,450</b>	<b>\$2,085,500</b>

**These numbers are approximate and based on average usage/rates for the past 3 years of meeting history. These numbers may change considerably due to COVID19. There is no guarantee this business would be awarded to McKinney. This report only reflects business McKinney cannot currently bid on due to lack of space and/or lack of attractions.**